

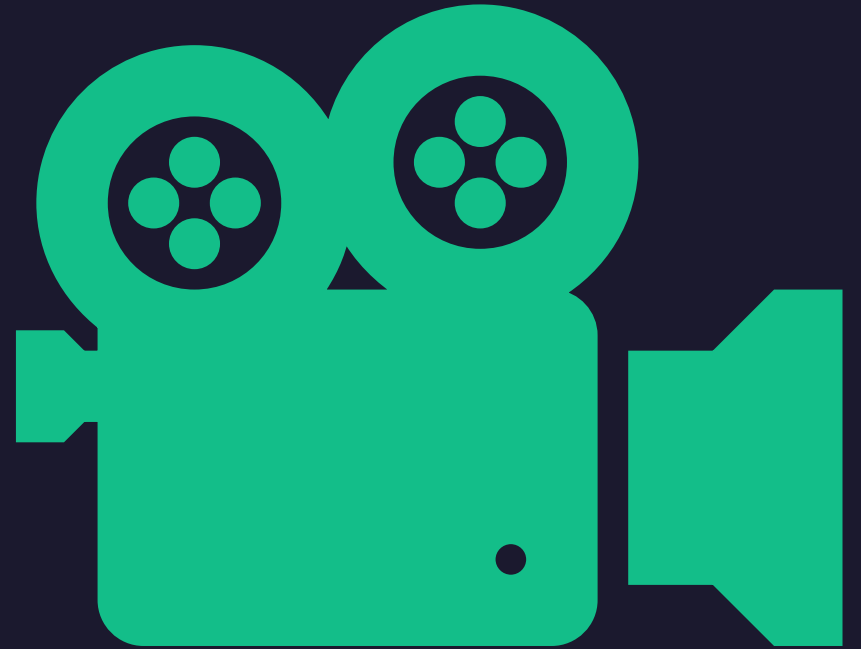


ROCKBUSTER STEALTH LLC

BY : TANU SHREE

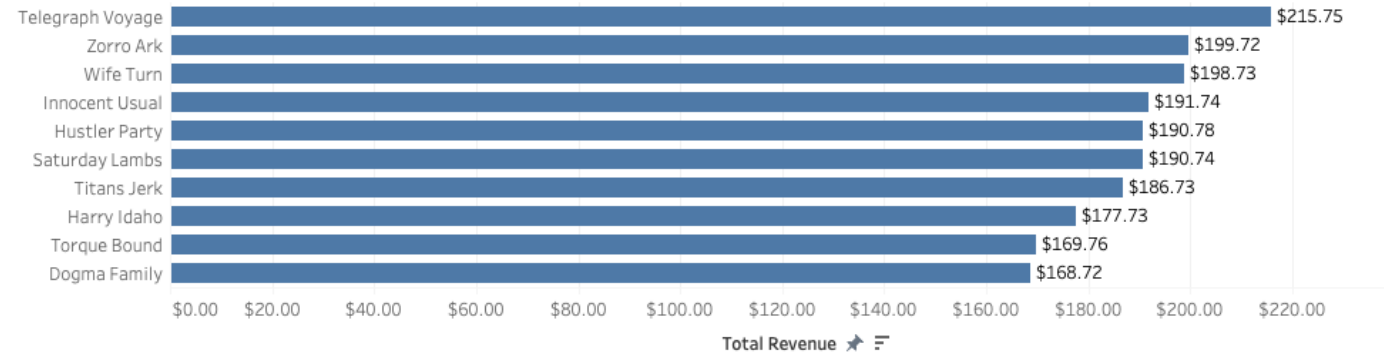
OBJECTIVE

- The main objective of this analysis is to aid Rockbuster's shift from a physical movie rental business to an online video rental platform by leveraging data-driven insights. These insights will help shape the company's strategy for 2020 market.

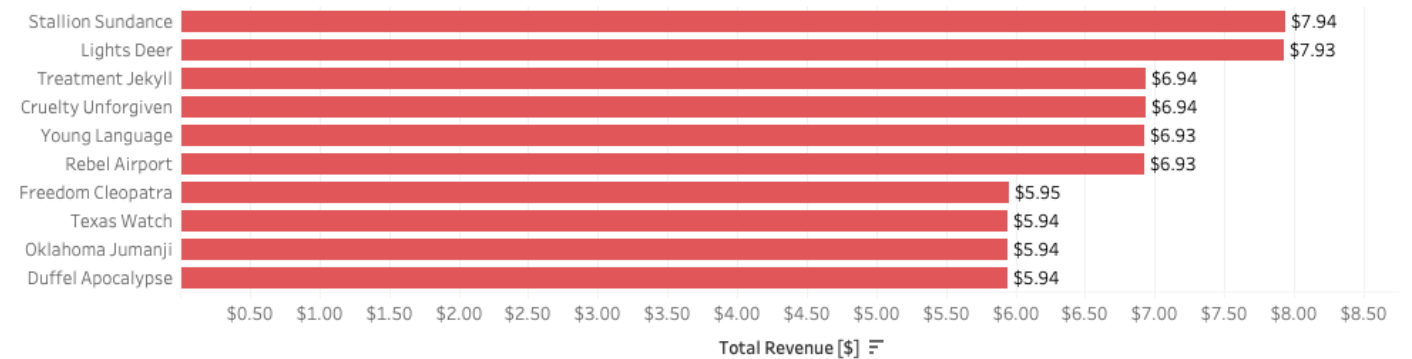


Which Movies Contributed The Most/Least To Revenue Gain?

Higer Revenue Generating Movies



Low Revenue Generating Movies



High-grossing movies accounted for 3.1% of Rockbuster's total revenue of \$61,312, while the lowest-grossing movies contributed nearly 0.1% of the total.

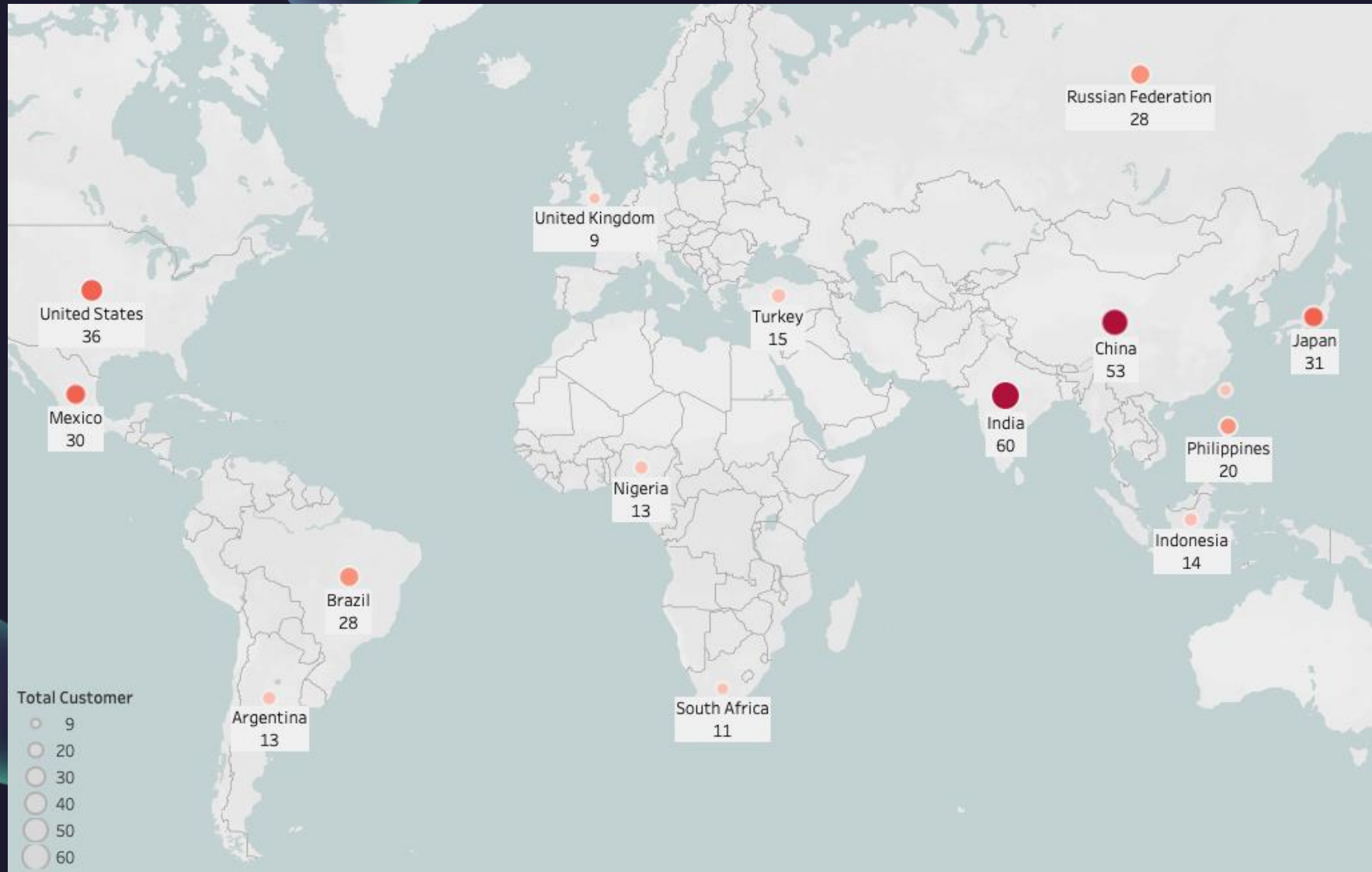
What Was The Average Rental Duration For All Videos?

Rental Duration	Number of Days
Minimum	3
Maximum	7
Average	5

Rating	Number of Days
R	5
G	5
PG-13	5
PG	5
NC-17	5

Across all 1,000 movies, the average rental duration was 5 days. Likewise, the average rental duration was consistently 5 days across all rating categories.

Where Are Rockbuster Customers Based ?



Majority of customers are based in Asia, primarily in India and China, followed by USA, Japan and Mexico.

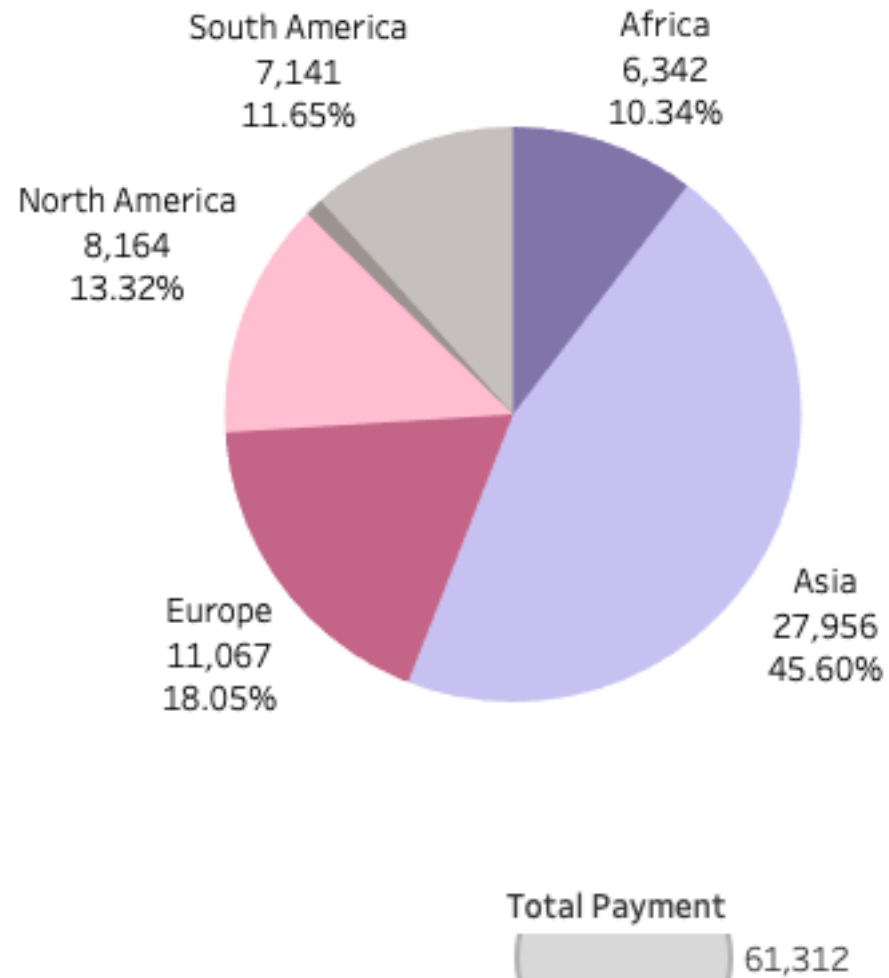
Where Are Customers With A High Lifetime Value Based?

Top 5 customers

Customer Name	Country
Sara Perry	Mexico
Gabriel Harder	Turkey
Sergio	Mexico
Clinton Buford	USA
Adam	Gooch



Do Sales Figures Vary Between Geographic Regions?



Asia accounts for the highest total revenue among all continents, contributing 45% of the total. India and China stand out as the most successful markets within the region.

Key Findings And Recommendations

- ❖ **Revenue Distribution:** Revenue is spread across the entire Rockbuster inventory, regardless of a movie's popularity or rating. This suggests that a diverse catalog is essential for sustaining overall revenue.
- ❖ **Rental Duration Consistency:** The average rental duration remains consistent at 5 days across all movies and ratings. This indicates a uniform rental behavior among customers, which can be leveraged for pricing and promotional strategies.
- ❖ **Key Markets:** Asia, particularly India and China, has the highest number of customers and generates the most revenue for Rockbuster, followed by the USA. Prioritize market expansion, localized content, and marketing efforts in these high-performing regions. Consider language-specific content, regional partnerships, and targeted advertising campaigns to increase engagement.
- ❖ Given the widespread distribution of revenue across many titles and consistent rental behavior, Rockbuster's transition to an online platform should focus on personalization, ease of access, and competitive pricing.